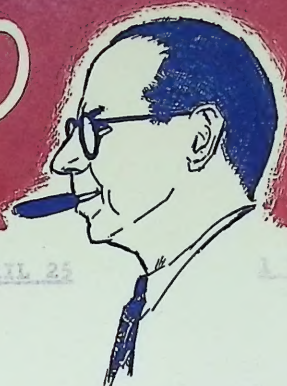


# Ballyhoo



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## NOW YOU KNOW

Most of you attended the recent M.G.M. TICKET SELLING WORKSHOP held in Buffalo. You were privileged to see Mike Simons in action, and to hear Emory Austin and a very select group of panelists including our own Jimmy Nairn. Most of you were just as impressed as I was by the words of wisdom spoken by Hollywood's George Murphy.

Now you know why I was so enthused on my return from the Detroit Workshop ... Now you know why I was so anxious to have each and every one of you share that experience ... Now you know why I think Mike Simons is one terrific guy ...

You heard old-timers, and new-comers to our business tell why they are still in business, turning a pretty neat profit on their operations and enjoying every minute of it. You heard how the unbeatable combination of good, solid common sense and plenty of elbow grease kept theatres open when others were hollering for help. You heard what honest-to-goodness Showmen are doing to keep SHOWMANSHIP alive and where it belongs ... at the top.

You heard all that and more ... now, JUST WHAT ARE YOU GOING TO DO ABOUT IT? Write this trip off as a very pleasant junket, and wait for the next free ride? Or buckle right down and try some of the gimmicks described by those men who can prove their success in terms of bonofice results? If they don't slug, they just don't eat ... it's as simple as that when you own your business. How about you?

I like what George Murphy, who described himself as a "Broken down hooper turned press-agent" had to say. "If you don't offer thanks every day of your life for the privilege of being in this business ... if you don't simply effervesce with enthusiasm and make some of it rub off on everybody you meet ... If you aren't the happiest guy in the world in your job and your work .... If you don't honestly believe that "There's no business like Show business ..."

Then brother ... you're just in the wrong business, and should get out of it as fast as you can ..."





### A NOTE FROM MR. McD.

I have a letter at hand from Jim McDonough, out Lower Canada way, and it's nice hearing from him, even though the major part of his epistle is devoted to boasting about the promotional activities of one of his lads ... Freeman Skinner, skipper of the Paramount in Halifax. Gotta admit, the sample he sends along is good.

Seems that in Halifax it's next to impossible to get any kind of co-operation from the newspapers ... but Freeman just wouldn't believe it. The boy got himself an idea on UNDERWATER ... nearly talked his head off, but sold a local merchant a full page in the Halifax Chronicle-Herald ... in Technicolor yet ... The basis of the tie-up was a "hidden word" contest ... the Paramount ad dominated the page ... the merchant paid for the whole thing, and everybody was happy.

Jimmy wants to lay odds on the outcome of the next Showmanship contest ... Don't wanna take your dough, boy ... but you know where my money is riding. Incidentally, Jim wants to be remembered to all his old Ballyhooin' pals. Thanks Jim, and let's hear from you often.

.X.X.X.X.X.

### 35TH ANNIVERSARY CELEBRATION

I don't have to remind you lads that this is F.P.'s 35th anniversary year ... our 35th birthday. I took the liberty of having Bert Brown order a miscellany of accessories for you ... marquee banners, lapel badges, special one-sheets etc. You should have them by now.

The idea is to tie this in directly with a big Spring Festival celebration. You've been advised all the pertinent facts, and have all the information at hand. Well ... it's spring ... so let's get at it. Get those banners up ... add copy and decorations of your own ... plant stories in your newspapers ... Get your merchants in on the deal with some good window displays ... There are hundreds of things you can do ... How far have you progressed?

And remember ... with only a couple of weeks to go in our current S.O.S. EVERY POINT COUNTS ... and you can knock off pu-lenty of points if you just treat this 35 year deal kindly.

.X.X.X.X.X.

### ABOUT AL

Al has undergone surgery, and the report on his condition is the usual crisp hospital report ... "Condition as satisfactory as can be expected ..."

Helen called me to say that he was still under sedatives and didn't know too much of what was going on around him ... As a matter of fact they wouldn't let her in to see him for a couple of days, but she's still trying, and has promised to give me a call as soon as she has had a chance to visit with him, and can give me an actual report on his condition. Will pass the information on to you in our next issue.

Drop Al a card guys ... to let him know we're thinking of him and pulling for him.



## GOLDEN AGE GROUP

You or I may not be eligible ... yet ... but there are an awful lot of potential ticket buyers around, in the late-60--and-over group ... They like to feel that they are on their own ... many are retired, own their homes and have a fair income. They represent a pretty fair percentage of your over-all population. They are very important to your theatre, and they can become your very best customers.

BUT ... you've got to woo them. You've got to show them that they are welcome, and that you are doing all in your power to make sure that they are comfortable when they get to your theatre. You heard what some of the panelists and Mike Simons had to say on the subject ... You heard how one exhibitor practically lives off this group, and what he does to keep them coming to his theatre.

There are Golden Age Clubs in every community ... Get a mailing list of the membership today ... Write them individually, visit them, invite them to your theatre. Treat them with the courtesy and respect you would your own parents. Make sure that your lobby is well lighted, and that any signs you have around are illuminated so they can be easily read ... Make them feel that they're at home, and welcome.

You can do a real job on this ... IF you care to take the trouble. You want to sell tickets? Here's a natural.

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On the lighter side ... Clare Doidge passes along the following. The usherette was telling the dentist which tooth was paining her ... "Third from the center, front row balcony", she mumbled, pointing to an upper cuspid ... Well, I thought it was funny.

.X.X.X.X.

## EMPLOYEE MORALE

Can this be your theatre ...? A patron was leaving about ten o'clock after having sat through a most enjoyable program ... He wanted to tell someone about it, and the only person he could see was a young usherette standing in a corner, eyes downcast, obviously trying to discourage anyone talking to her. He walked up and remarked on what an excellent picture he had seen ... her reply, "Well, I guess you were just lucky ...". He then asked when the next really good program would be playing. The reply, "Mister, I only work here ... I don't book the pictures ...".

Fantastic? It really happened, and probably happens more often than we care to admit. I don't blame the girl ... I blame the manager. She obviously hadn't been instructed in her duties, and certainly had not absorbed any of the enthusiasm that should be as much a part of her working conditions as showing patrons to their seats. She quite likely didn't know what would be playing the next week, or the week after ... simply because she hadn't been told.

Look around your own house fella ... Look with your eyes wide open, and you may see a lot of things you may not realize are going on. You got a good chuckle out of the above story in Buffalo ... Maybe someone is laughing at YOU in your own theatre. FIND OUT.



# Ballyhoo

## SPOTLIGHT ON SHOWMANSHIP

Well guys ... it's NOW OR NEVER. Two more weeks after this one, and then we will write finis to our S.O.S. drive. I'm already thinking up a title for our next one ... just in case you've been worrying how you'll put in your time when this one ends. Sure, sure ... I'll give you a breathing spell, point-wise that is ... you won't be in competition with one another for a few weeks ... but I still expect a full report of your BALLYHOO activities each and every week ... contest or no contest.

And that means Bob Harvey and Jeff tee ... and you may add YOUR name, if you qualify as a non-participating, hit-and-miss contributor. Believe me, there won't be any hit-and-miss in our next "do" ... Except that if YOU miss, I'LL do the hitting ... hard. Get it?

But to get back to what I started to say ... You have just two weeks left in which to make your last-ditch stand ... and try to pile up enough points to at least make some kind of a showing on our final score-board. Two weeks isn't a very long time ... but maybe you've been saving your effort for an all-out assault on the leaders. I hope so.

If only two or three keep knocking off all our monthly prizes, then only two or three will be our guests at the Victory luncheon ... and that won't look so good.

So get in there guys ... bowl over those leaders, and get your name on that all-important invitation list. Can do? Sure.



## BALLYHOO DRUMBEATS

We're nearing the end of the line guys ... and I'm still waiting for that last-minute pile up of stuff. Seems that some of you give up far too easily, which makes it just dandy for the leaders who have that much less competition ... but where does it leave you? In that w.k. doghouse, I guess.

There's still time for you to make a showing ... even if it doesn't catapult you into the top three spots. You have TWO weeks left ... and your effort will be reflected in our April score-board which will be going out at the conclusion of our S.O.S. in addition to announcement of our winners and their total scores.

Seems to me it's just a matter of pride now ... and even though not everybody can be a top winner, EVERYBODY CAN BE an honest tryer ... and our spotlight will shine brightly on those who try as well as those who win. It's up to you now, to give me reason to turn that bright beam on YOU. I can't do it if you won't co-operate.

Incidentally ... I'm still offering two bits for the best, most shewmanlike campaign book submitted during the term of this drive ... Have you bothered doing anything about it? I have several books on hand now, but it really would be terrific if every one of you was represented. Still time, you know.

Well ... I'd better get to work on a resume of your activities during the past week. Seems that no sooner do I get one week's issue out of the way, and it's time to get going on the next one. Well, I asked for it ... and believe me, I'M not kicking.

So, let's get the show on the road, huh?

## REGENT - OSHAWA

I don't see any newspaper co-ops this week ... not even Collette's, but Charlie did do a pretty fair job with his radio boys ... He was playing THE RACERS, and located a character in town who had built his own racing car ... so-o-o, he prevailed on the owner to permit him to placard it, and have it driven around town during the playdates ... It caused quite a stir, and the boys on C K L B were so impressed that they agreed to interview the builder, and for ten minutes talked about his car and the various models in THE RACERS. Lots of good theatre credits.

On Saturday afternoon, Charlie had five model racing cars, promoted of course, as prizes for the youngsters ... and were they ever tickled with the deal.

Good displays were set up in the Genosha Hotel lobby, the lunch counter at the Metropolitan store and Hamilton Cleaners ... One sheets were placed in several car showrooms and service stations.

I SAW still getting prominent space in the Times-Gazette.



## DOWNTOWN - HAMILTON

Paul really came through this week ... He was playing HANSEL AND GRETEL, and in spite of trade reports and the warning that he shouldn't expect too much from it, the guy just wouldn't believe it ... buckled down to do a real selling job, and, strange as it may seem, played to much better than average business ... Guess the two must go hand in hand ...

He arranged for a colouring contest in the pages of the Hamilton Review ... the Review ran a 400 line ad gratis, and even paid for the scene mat which was used as the basis for the contest. Prizes consisted of guest admissions to see HANSEL AND GRETEL.

The Health Bread Bakery baked a terrific HANSEL AND GRETEL gingerbread cake house which was used as the first prize, after being effectively displayed in their main window for a full week before the event ... The Review ran a front page story on the winners at the end of the contest. The cake house was presented to the winner in the window of the bake shop ... a picture of the presentation will appear in one of their early editions.

Paul contacted the local marionette club and arranged for the loan of a number of HANSEL AND GRETEL puppets ... These were displayed in two separate windows of the Right House, one of Hamilton's important department stores. Naturally, good art and theatre copy found their way into the display.

O'Brien News Agency tied in on the wonder books, and bannered all their trucks ... Five of the better music stores came through with good window displays ... Heintzman's, Moody's, Bert Rymal's, Anne Foster's and Hurst's Furniture.

Two additional, excellent windows were dressed in Duncan's and Jewell Bros., tying in on their fairy tale books, jigsaws, colouring books etc. Another good window in Bach's Drapery store, on their fairyland draperies.

George Weston Limited were prevailed upon to supply FREE licorice suckers to the first 400 children attending the Saturday matinee performance. This looks like about it, and for my dough, t'ain't bad. Nice going Paul ... let's have more of the same.

## CAPITOL - GALT

Eddie reports that his I SAW feature in the local daily is still attracting attention ... I note that on WHITE FEATHER he again managed to place a good mounted one-sheet in the window of Connie's Music Center ... A similar display in Rouse's Music Store.

C K G R used the transcription provided by Fox, spotting announcements once in the morning and once in the afternoon during the run. Regular "Hi Neighbour" and "Capitol Showtime" programs giving Eddie plenty of boosts.

Ed's confection bar is very tastefully decorated ... but since he's right in the middle of enlarging it at the moment, he adds that we ain't seen nothin' yet ... until he's all through ... Send us a snap when you're finished Ed ... like to see it.



## CAPITOL - PETERBORO

Len was playing a sub run of DEMETRIUS AND THE GLADIATORS, and really went all out on it. He arranged with C H E X to run a simple contest ... invite people to phone and tell them who the five top stars in the picture were, for guest tickets as prizes. The results were good, and after each announcement, Len reports, the theatre received a minimum of fifty calls. Not bad. Hope all fifty followed up with purchases of tickets to see the pic ...

A large, four by six foot banner was mounted between two poles and carried up and down the main drag by two boys ... SIX, one column, and TWO, two column scenes were published in the pages of the Review and Lakefield News ... The News again came through with a good five column banner ad across the bottom of their "Hidden Names" contest page.

His next attraction was TROUBLE ALONG THE WAY, and I see one of the best full co-op pages I have ever seen in the Examiner. Fourteen merchants co-operated, each referring in some way to the pic title, and Len wound up with a terrific ad for himself too.

I also see snaps of four good windows ... in Lowe's Paints, Goodrich Tire Co., Larry Electric Service and Cavanaugh Appliance Store. And that winds up Len's selling activities for this week.

## SENECA - NIAGARA FALLS

Jack was playing 3 RING CIRCUS, and I see that he promoted the Planter Peanut Company's "Mr. Peanut" who covered the main drag, followed by a parade of small fry, handing out peanuts, and making a pitch for the Seneca's attraction.

Two mounted one-sheets were placed on either side of a local C.N. Express truck for one full week in advance ... Good displays in the windows of two down town stores.

## TIVOLI - HAMILTON

Don's tie-up with the Spectator on their special "Do it Yourself" page still paying off in good banner space at the bottom of the weekly page, in return for a display in his lobby ... "Housewives Matinee" over C H M L, and "Call the Tune" over C K O C still plugging the Tiv's attractions.

This I really like ... one of Don's projectionists, Vic Baldassari was recently inducted into our 25 Year Club, which gives him 100% coverage in the booth ... all four men are new members. With the help of Johnny Robinson on the Spectator, Don was able to plant an excellent story, and a terrific four-column picture of the four men. Swell public relations.

## ORPHEUM - SOO

Olga was playing RUN FOR COVER, and I see snaps of four excellent windows ... Greenwood's Hardware, Berlangette's Cleaners, Golden Grain Bakery and Bob's Hardware. All excellent 1-sheet displays.



## ROYAL - GUELPH

Ted was playing COUNTRY GIRL, and I note that his I SAW feature in the Mercury is still occupying prominent space ... A good two-column scene also appeared on an off-theatre page.

An excellent six hundred line co-op ad with the Royalty Food Plan, headed "What do Country Girls Have That City Girls Don't" netted Ted plenty of publicity and much free space.

I also see that Ted managed to plant the 160 line cartoon layout "How to Make Them Happy - Take Them Out to the Movies ...". No individual theatre mention on this one ... but it's excellent public relations for our industry. This is one that every one of you should be able to plant in his local newspaper. You know the mat I mean, and Ted can provide you with further particulars.

## CENTURY - HAMILTON

That guy's back again ... and I see that Mel has tagged April as SELL-EBRATION MONTH, and he ain't kiddin'. He tells me that he's after that top prize, and promises Art Cauley a real fight, right to the last ditch ... That's the spirit boy ...

Needless to say Mel's Famous Fun Festival is still the big deal at the Century, and with the full co-operation of the Spectator, the young 'uns blaze a trail to the Century every Saturday morning. The Spec provides twenty five prizes each week, and devotes much space in it's pages to publicizing the deal.

This was Mel's third week of COUNTRY GIRL, and he reports that both C K O C and C H M L continued their support, with lots of Crosby recordings, properly tagged, right to the end of the engagement.

The Palace Grill continues to imprint Mel's messages on all their menus, which are changed daily. Incidentally Mel, I DID NOT forget to credit you with this last week ...

160 window cards are prominently displayed by every dealer handling Westinghouse equipment in the city ... and all the better smoke shops in town. Basis of the tie-up, the Time-Life mag deal. The American News Agency bannered all their local trucks with good tie-in copy on COUNTRY GIRL. The same outfit also stamped all their invoices this week with good sales copy. These go out to some 400 dealers in town. Mel's Exquisite Bra deal still going strong, with many of his femme customers made happier by being announced as winners. They've gotta be in the theatre to be eligible.

All in all a very thorough campaign, I'd say.

CAPITOL - NORTH BAY ... Nothin'.

CAPITOL - SUDBURY ... Also too tired ...

PALACE - GUELPH ... Very, very tired.



## CAPITOL - ST. KITTS

Vern reports that his "Morning Melodies" program over C K T B still garnering the Capitol much free time ... This week devoted to blurbs on WHITE FEATHER.

The New Method co-op tie-up still in effect, with Vern getting a fair slice of the newspaper space in return for two double Oakley's used by the dealer as prizes. A good half-sheet display in the Coffee Shoppe, and a good off-theatre-page scene in the local Standard.

## PARAMOUNT - PETERBORO

I see that our space-grabber Cauley again managed to whangle a fair number of scenes out of the Review and Lakefield News ... Nine all told, with six singles and three doubles. Not at all bad. The Examiner's "Business Quiz" page carried a nice ad for Art, in return for a couple of ducats used as prizes. Don Corrin's "Hollywood Newsreel" still enjoying prominence in the pages of the Review and Lakefield News.

For his date on THE RACERS, Art promoted a Hudson Metropolitan car for display in his foyer ... had 'em guessing as to how he got it in there. The Hudson dealer also dressed up his showroom with good RACERS copy.

Art enlisted the help of the local Sports Car Club, and arranged for a full scale parade of the cars, all around town, suitably bannered of course ... winding up in front of his theatre, and parking in the full block which was marked off for the event. All the parking meters in the block were marked off, and hooded with copy reading ... "NO PARKING ... reserved for THE RACERS ..." Pretty neat stunt.

## CAPITOL - WELLAND

I see that George still has his I SAW deal going strong ... Also note a pretty fair page of congratulatory ads in connection with his Foto-Nite winner, with a good pic at the top of George presenting the winner with her loot. Two good off-theatre-page scenes, one on JUPITER'S DARLING and the other on GREEN FIRE. Several permanent window displays - miniature type - still going every week.

## ALGOMA - SOO

From Norm I have evidence of an excellent and very novel theatre front display on UNTAMED ... A good window on the same pic in the local C.P.R. office ... A giant money-bag display in support of his Foto-Nite, and a street bally in which a couple of youngsters carried a banner swung between two posts along the main drag.

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And that, kiddies, winds up our week's reporting for the time being ... well, until Monday anyway. I'm looking forward to a slew of stuff, comes Monday. Don't disappoint me guys.

See you next week.